



children first.

Keep in Mind

Use the [Volunteer Resources](#) on our website to help further guide your conversations.

Support UNICEF USA

Host a UNICEF USA Film Screening



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Why Organize a Film Screening?

UNICEF USA supporters can spread the word about UNICEF's efforts around the world by organizing a film screening in their communities. Film screenings provide a chance for communities, schools, family

and friends to come together to raise awareness, encourage discussion, and inspire action. A film screening may also be organized as part of a fundraiser to raise crucial funds for UNICEF's lifesaving work around the world.

- All film screenings must be approved through an application process: unicefusa.org/fundraisers.

Available Films

Not My Life (2011)

Directed by: Robert Bilheimer

Narrated by: Glenn Close

Total Duration: 30- and 60-minute versions available

(30-minute version is good for those 18 and younger and the 60-minute version for those 18 years and older)

Filmed on five continents in a dozen countries, *Not My Life* takes viewers into a world where millions of children are exploited every day, through an astonishing array of practices, including forced labor, domestic servitude, begging, sex tourism, sexual violence, and child soldiering. Challenging though it may be, *Not My Life's* message is ultimately one of hope. Victims of slavery can be set free and go on to live happy and productive lives. Those who advocate for slavery victims are growing in numbers, and are increasingly effective.

- For further information on *Not My Life*:
notmylife.org/#the-film

- Watch the trailer:
youtube.com/watch?v=SB4T9m39vYc

The Beginning of Life (2016)

Directed by: Estela Renner

Total Duration: 90 minutes

One of the greatest neuroscience breakthroughs is having discovered that babies are far more than a genetic load. The development of all human beings relies on the combination of genetics, the quality of relationships and the environment they are set in. *The Beginning of Life* invites everyone to reflect: Are we taking good care of this unique moment, which defines both the present and future of humankind?

- For further information on *The Beginning of Life*:
ocomecodavida.com.br/

- Watch the trailer:
youtube.com/watch?v=LHqUMqvL1RQ

Film Screening Locations

A UNICEF USA film screening can be as small or large as you want. First, think about how many people you would like in attendance. Then, research space with enough capacity to comfortably seat that many people. Below are some suggestions:

- Coffee shops
- Community centers
- One's own home
- Places of worship
- School/college cafeterias, classrooms, or auditoriums
- Space in local mission-oriented businesses
- Your office or conference room

Questions to Consider When Choosing a Film Screening Venue

- If you are using a local facility, is there a fee?
- At what time will the screening take place? Factor in additional time at the beginning and end for setup and break down, mingling, food and discussion.
- Are you allowed to have food and beverages in the facility?
- What quantity of food and beverages will you need?
- Do you want to have name tags for everyone?
- Is there convenient and affordable parking available?
- How will you show the film? Do you need a projector, a large television or screen, a sound system?
- Does the facility have its own technology or do you have to bring your own?
- Will someone be available to provide on-site technical support?

Promotion of Your Screening

Think about how you are going to promote your screening. Are you going to send out emails, post flyers around your community, or post online through social media – or all of these? Will you have a hashtag?

Consider reaching out to local businesses to help you promote your film screening. If you are in a city with a **Global Citizenship Fellow**, reach out to them to help you brainstorm ideas on how to effectively promote your screening, as well as plan the screening.

The Day of the Event

Determine what time you will have to arrive to get everything set up on the day of your film screening. Will you need volunteers? How many? Are you getting food delivered? Identify in advance where the best place is to lay out food or refreshments.

You may wish to post promotional signage around the venue advertising the film and room location as well as promoting the film and any information about UNICEF. If you are going to hand out pamphlets or other handouts to guests, make sure you have enough copies for everyone.

Remember, all materials that have UNICEF USA's logo on them must be approved.

If you plan to hold a discussion after the film screening, check out our Panel Discussion Guide on the **Volunteer Resources** Page.

And remember, have fun and **Share Your Story** with us after!

Film Discussion Afterwards

After the screening, think about whether or not you will organize a facilitated discussion to provide an opportunity for community members to exchange views about the issue(s) that you just saw. To help guide these discussions, click on the film you are screening below for a helpful discussion guide:

- **Not My Life**
- **Beginning of Life**

How to Submit Your Donations

If you are also collecting donations at your film screening, below are instructions on how to turn in the donations to UNICEF USA.

Online Donation Form

- 1 Go to unicefusa.org/donate to make your donation online.
- 2 Follow the instructions to enter your credit card information.

Mail-in Donations

Submit all donations via check, money order, credit card payment or donor fund. Please ensure that all checks and money orders (do not send cash) are payable to UNICEF USA.

Send all checks, money orders and credit card forms with a donation transmittal form cover sheet, which you can find on the next page.

When Submitting Your Funds

- For your records, make copies of checks, money orders, credit card forms and donor forms before sending them to the UNICEF USA national office.
- All donations from any events or activities should be processed by UNICEF USA no later than 30 days after the event.
- If the funds are to be designated for a particular area or issue, please note this on the donation transmittal form or in an accompanying memo.
- Do not send cash through the mail.

View more resources about UNICEF and UNICEF USA at the end of this guide.



children first.

Please Note

Secure debit and credit card donations can be made at: unicefusa.org/clubdonate

Donation Form

Your UNICEF gift will be put to work right away to help children across the globe gain access to better nutrition, clean water, medicine and immunizations, education, and emergency relief.

Please use this form for any contributions you make so we can properly and correctly acknowledge all gifts!

- 1** Fill out this form completely. Please type or clearly print the information below, print and send it in with your donation.
- 2** Use one form per donor. If using multiple forms, contact details on each form must be identical and pages numbered.
- 3** Attach checks and money orders made payable to the 'U.S. Fund for UNICEF' and send to:
UNICEF USA
Attn: Gaby Zunde
125 Maiden Lane
New York, NY 10038

Contact Details

Contact First/Last Name _____

Address _____

City/State/Zip _____

Phone _____ Email Address _____

Donation Details

Check/Money Order Number _____	Amount _____	: Notes and/or Donation Designation _____ _____ _____
Check/Money Order Number _____	Amount _____	
Check/Money Order Number _____	Amount _____	
Check/Money Order Total _____		

Please email volunteer@unicefusa.org or call 1-800-FOR-KIDS.



End
Trafficking

Learn More

For more ways to take action, visit:
[unicefusa.org/endtrafficking](https://www.unicefusa.org/endtrafficking)

End Trafficking Toolkit

This toolkit is designed to help you gain a basic knowledge of human trafficking as it occurs in the United States and around the world. In addition to learning about the problem, you will also learn about efforts to fight human trafficking, and how you can take action within your community.



In San Juan del Carmen, Bolivia, children no longer have to work in the fields, although many help their parents plant cane or clear the fields to supplement the family income.

Get Informed

What Is Human Trafficking?

Human trafficking has been likened to modern-day slavery that subjects children, women and men to force, fraud or coercion for the purpose of exploitation. This horrific practice can include prostitution, pornography and sex tourism, as well as domestic servitude, factory work and migrant farming. Human trafficking is not the same as smuggling; it does not require movement across borders.

The Numbers

Around the world today, it is estimated that 21 million people have fallen victim to trafficking and forced labor (International Labor Organization). 5.5 million are children.

Forms of Child Trafficking

Children who fall victim to trafficking are often exploited for sexual purposes or forced labor, including prostitution, pornography, sex tourism, forced marriage, sweatshop work, begging, armed service and migrant farming.

Who Are the Traffickers?

Traffickers include a wide range of criminal operators, including pimps, small families or businesses, and organized crime networks. They entice children and unsuspecting families with material goods, promises of employment and a better life, and false marriage proposals.

Supply and Demand

Human trafficking operates on principles of supply and demand. Trafficking and forced labor are extremely profitable, generating an estimated \$150 billion in yearly profits (ILO). Traffickers make high profits and run low risks thanks to weak legislative policies, loopholes, corruption and lack of enforcement. The incessant demand for commercial sex and cheap labor puts children throughout the world at risk of becoming the “supply.”

Impact on Children

Human trafficking of any kind violates a child’s rights to be protected, grow up in a safe family environment and have access to an education. People who are victimized by trafficking often suffer from inhumane living conditions, neglect, poor diet and hygiene, and physical, sexual and emotional abuse.

Is It Really Happening in the U.S.?

There have been reports of human trafficking in all 50 U.S. states (National Human Trafficking Hotline). The

U.S. is a source and transit point for trafficking, and is considered one of the major destinations for trafficking victims. Anyone can be trafficked regardless of class, education, gender, age or citizenship when lured by false promises and the desire for a better life.

Sex Trafficking in the U.S.

In the U.S., more citizens are victims of sex trafficking than labor trafficking (National Human Trafficking Hotline). Pimp-controlled prostitution is one of the most common forms of sex trafficking. It also occurs at truck stops, massage parlors, residential brothels and through escort agencies and online solicitation. The Internet has become a “marketplace” for sex trafficking where pimps can easily avoid the authorities, facilitate transactions and lie about the ages of their victims. In the U.S., victims of sex trafficking often share risk factors, including: child sex abuse, parental neglect, parental drug use, emotional and/or physical abuse by a family member, and poverty.

Labor Trafficking in the U.S.

Child labor trafficking can occur in restaurants, bars tourist industries, and in janitorial and agricultural work. Other areas include begging rings, traveling sales crews and domestic servitude.



A boy working in Conakry, Guinea, is paid only in food. He says he is an orphan trafficked from Freetown, the capital of Sierra Leone.

© UNICEF/UNI78685/KAMBER

How We Are Connected

The coffee, wine and tea we drink, the food we eat, the cotton we wear and the bricks in our buildings may all be products that are harvested or produced by slave labor. There are 128 “worst offenders” — goods that are most commonly produced by child labor or forced labor. Some goods that have the highest rates of child labor are: gold, sugarcane, coal, cotton, rice, tobacco, cocoa, diamonds, garments, coffee, bricks and carpets.

UNICEF and Child Protection

Active in child protection in more than 150 countries, UNICEF is the primary UN agency focusing on the rights of children, approaching trafficking as a serious violation of these rights. UNICEF works closely with governments at the national and local levels to combat child trafficking. UNICEF focuses its child protection efforts on:

- Reaching the most vulnerable children, including girls, orphans, children living on the streets, migrant and refugee children and children affected by conflict and natural disasters.

- Facilitating community educational activities to change social norms, attitudes and behaviors that make children vulnerable to exploitation.
- Promoting gender equality and ensuring that anti-violence policies, programs and services are implemented from a gender perspective, while engaging men and boys.
- Supporting comprehensive services for children and their families, including access to health, social protection and welfare services, psychosocial support and legal assistance.

Trafficking of children is a grave violation of their rights, robbing them of their childhood, their well-being, and the opportunity to reach their full potential.

—Dr. Susan Bissell, Director of the Global Partnership to End Violence Against Children



A young vendor walks along a highly trafficked street in the heart of the city of Makati's “red light district,” in Metro Manila, Philippines. Makati is considered the financial and economic center of Manila, and is also a hub for sexual exploitation in the context of travel and tourism.

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Take Action

How Do I Get Involved as an Individual, Group or UNICEF Club Member?

Now that you've learned about the issue and what organizations around the world are doing to combat human trafficking, you may be wondering what you can do to help. The good news is that there's a lot you can do! Following are 21 ways to get involved.

1 Join or start a UNICEF Club at your high school or college. Dedicate a week to raising awareness about human trafficking. Visit unicefusa.org/highschool or unicefusa.org/campusinitative to get involved.

2 Post the National Human Trafficking Hotline (Call 1-888-3737-888 or Text "BeFree" 233733), around your neighborhood, school or workplace. The hotline handles calls from anyone, including witnesses, potential victims, service providers, community members and people hoping to learn more. It is toll free, and can be reached anywhere in the U.S., 24 hours a day, 365 days a year. You can download a flyer for free at unicefusa.org/endtrafficking. Please ask permission before posting flyers in coffee shops, restaurants, business locations, etc.

3 Teach your students about human trafficking. Check out our K-12 educator resources for lesson plans and activities for your students at unicefusa.org/mission/protect/trafficking/end/resources.

4 Visit slaveryfootprint.org to take an online survey that helps you determine how many slaves touch the products you buy.

5 Learn how to spot the signs of human trafficking by visiting: polarisproject.org/signs.

6 A child's vulnerability to trafficking can be greatly reduced by the consistent presence of a caring adult. Invest in the life of a young girl or boy in your community by volunteering as a tutor or mentor. Get connected to an organization near you at mentoring.org.

7 Host a panel discussion. Speakers could include local experts in the field, a professor knowledgeable on the subject of human trafficking, a member of law enforcement or a survivor of trafficking.

8 Keep learning. Sign up for Google alerts about human trafficking or a newsletter from an anti-trafficking organization like Polaris or International Justice Mission.



9 Write an article about human trafficking for your local or school newspaper or community blog. Don't feel comfortable writing it yourself? Write to the editors of the paper and ask them to do a piece on it.

10 Change the conversation by working within your social circles. A "pimp" is not a cool guy, but someone who abuses and exploits people. A "prostitute" is often a victim of sexual exploitation. Help your friends rethink their choice of language. For tips on how to talk about these issues, visit: againstourwill.org/how-to-talk-about-it.

11 Volunteer your skills. Do pro bono legal work, promote products made by survivors or create an artistic piece to raise awareness about human trafficking.

12 A Call to Men: Men have an important role to play in ending human trafficking. "A Call to Men" shares ways for men to speak out against domestic violence, rape and human trafficking. Visit acalltomen.org. Also, check out Man Up at manupcampaign.org.

13 Walk for freedom. Join or organize a walk in your city to raise awareness about human trafficking.

14 Organize a fundraiser to benefit UNICEF's work to protect children. For tips and ideas on how to fundraise, sign up as a UNICEF volunteer and fill out an event application form at unicefusa.org/fundraiser.

15 Host a screening of *Not My Life* or another film focused on the issue of human trafficking. Facilitate a discussion afterward about ways to take action. E-mail endtrafficking@unicefusa.org to learn how you can get a copy of *Not My Life* along with a discussion guide.

16 Petition the President of the United States. Ask the President to sign the Convention on the Rights of the Child. This international treaty recognizes that children are not possessions, but people who have human rights. Visit unicefusa.org/advocate to learn more.



Refugee and migrant children play at Kara Tepe hospitality center on the Greek island of Lesbos.

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17 Switch to Fair Trade brands, and/or host a Fair Trade Party. Fair Trade certified products are produced without slave or child labor. Profits from Fair Trade products support farmers and laborers involved in production, and ensure that they are paid fairly and work under safe conditions. To learn more, visit fairtradeusa.org. Download our Fair Trade Event Kit from our Resources page at unicefusa.org/endtrafficking.

18 Dedicate a sporting event to raising awareness about human trafficking. Get the team involved, have proceeds from the game go to a local anti-trafficking organization. Feature an info session at halftime and show a short video clip, have a guest speaker or read a survivor's story. Check out this PSA created by UCLA Students at youtube.com/watch?v=SZUMyB-n3cY.

19 Purchase products made by survivors of human trafficking. From jewelry and handbags to lotion and soccer balls, purchasing survivor-made products helps to support sustainable employment and rehabilitation programs for survivors. Start shopping. Visit herfuturecoalition.org.

20 Be a child-safe tourist. Children in tourist areas are especially vulnerable to physical, emotional and sexual abuse. Learn how to take simple actions to minimize harm to children at childsafetourism.org.

21 Advocate for state laws addressing human trafficking. Visit polarisproject.org/what-we-do/policy-advocacy to see how you can help your state push for better anti-trafficking legislation.

22 Do you know someone who recently experienced or may be experiencing commercial sexual exploitation or human trafficking? Connect them with GEMS Survivor Resource Library at gems-girls.org/survivor-leadership/resources for guidance and survivor-generated resources. ●

UNICEF USA supports UNICEF's work through fundraising, advocacy and education in the United States. Together, we are working toward the day when no children die from preventable causes, and every child has a safe and healthy childhood. For more information, visit unicefusa.org.

The End Trafficking Project is UNICEF USA's initiative to raise awareness about child trafficking and mobilize communities to take meaningful action to help protect children. In partnership with concerned individuals and groups, the End Trafficking Project aims to bring us all closer to a day where there are no exploited children.



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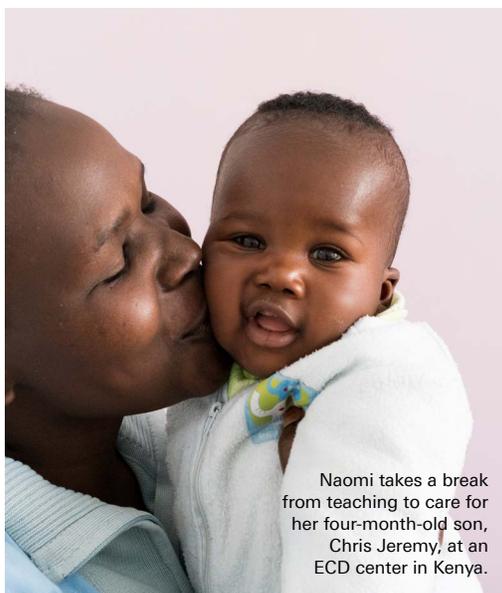
Early Childhood Development

Nearly 250 million children under age 5 — about 1 in 3 children worldwide — are at risk of never reaching their full potential.

Advances in neuroscience show that social environments are as important as genetics in influencing how children develop. Good parenting, strong families and enriching environments are key drivers of optimal early development. During the first years of life, a child's brain has the potential to activate 1,000 brain cells every second. Each one of those neurons has the power to connect to another 10,000 neurons thousands of times per second.

Yet nearly half of all three- to six-year-olds don't have access to early education, and nearly one in four children under age five is stunted. When children experience neglect, violence and emotional distress in early childhood, their brain development can be compromised by stress, which can have lifelong negative consequences. About 535 million children — nearly one in four — live in countries affected by conflict or disaster. This can be devastating for the brain development of young children, reducing their future earning potential and costing billions in foregone GDP.

Early childhood development (ECD) includes investments in a child's health, education, protection and non-cognitive skills, from before birth until age eight. Effective ECD is achieved when children feel cared for, nurtured and protected. It can break intergenerational cycles of poverty in marginalized communities. It can improve parent-child interactions, help children develop a critical foundation for learning and improve readiness for school. Quality ECD



Naomi takes a break from teaching to care for her four-month-old son, Chris Jeremy, at an ECD center in Kenya.

© UNICEF/UN066558/OHANESIAN

makes it more likely that children will succeed in school, earn higher incomes as adults, and provide better education, nutrition and health care for their own children.

UNICEF in Action

UNICEF's global vision for ECD is that all children should be physically healthy, mentally alert and ready for school through an integrated approach that includes family support, health, nutrition, early education and social and emotional learning.

UNICEF invests in scaling up access to health services and support for the most vulnerable.

About UNICEF

The United Nations Children's Fund (UNICEF) works in more than 190 countries and territories to put children first. UNICEF has helped save more children's lives than any other humanitarian organization by providing health care and immunizations, clean water and sanitation, nutrition, education, emergency relief and more. UNICEF USA supports UNICEF's work through fundraising, advocacy and education in the United States. Together, we are working toward the day when no children die from preventable causes and every child has a safe and healthy childhood.

For more information, visit unicefusa.org.

Every day, 16,000 children under age five die from preventable causes. About half of those deaths occur in the first 28 days of life. UNICEF works with governments to strengthen health systems, while also investing in community health workers to provide access to routine immunization and maternal, newborn and child health care.

Nutrition is critical from conception to age two — the first 1,000 days. During this window of opportunity, mothers and babies need proper nutrition to ensure that children’s brains and bodies develop fully. UNICEF works to prevent malnutrition by educating and empowering mothers with services in support of good nutrition for infants and young children: the promotion of exclusive breastfeeding from birth until six months, followed by the introduction of safe complementary foods and continued breastfeeding for at least one year. UNICEF also works to prevent and treat maternal malnutrition, address micronutrient deficiencies and treat severe acute malnutrition.

In terms of early childhood education, UNICEF is helping shape national policies, applying standards for early learning, and strengthening teachers’ and parents’ abilities to support children as they transition to school. UNICEF uses evidence to pilot successful programs and policies and hand these over to governments for long-term implementation at scale. For example, in China, prior to 2010, only about half of children attended early childhood education programs. UNICEF invested \$8 million to pilot such programs in 29 rural areas, demonstrating their importance for all children. Based on the program’s success and UNICEF’s guidance, the government committed to invest \$7.8 billion, with a goal to reach all children in China with early childhood education by 2020. This approach — using evidence to design smart pilot programs that shape national policies — is one of UNICEF’s strengths, and leads to lasting change at scale.

UNICEF also integrates peacebuilding into its early education programs. Attitudes can be shaped more easily during early childhood, as children are amenable to bonding with others, including those who are different from them. Integrating peacebuilding into early childhood programs can build critical social and emotional skills, reduce behavioral problems

and build empathy and resilience when children experience difficult situations later in life. For example, in Bangladesh, UNICEF has invested in structured play programs designed to teach children ways to peacefully resolve conflicts and problems through teamwork.

Globally, one in 11 young children has spent her most critical period of development growing up in conflict. These children need safe spaces to learn, play and recover a sense of normalcy amid crisis. UNICEF’s ECD kits provide tools to help caregivers meet the special needs of young children in emergencies: brightly colored paper and pencils, construction blocks, hand puppets, puzzles and memory games to stimulate learning, creativity and problem-solving skills. Coupled with support from teachers, caregivers and parents, young children can use the kits to recover from trauma — in the aftermath of a natural disaster or during a protracted crisis.

2016 UNICEF Early Childhood Development Snapshot

In 2016, UNICEF:

- Reached 45% of the world’s children with vaccines, helping to avert millions of child deaths from preventable diseases.
- Provided 15.7 million children with learning materials through nearly 331,000 classrooms.
- Reached over 7,100 schools in 71 countries with water, sanitation and hygiene facilities.
- Treated 3.4 million children for severe acute malnutrition in 71 countries.
- Reached 8.3 million children in 65 countries through support for micronutrient fortification programs.
- Helped over 70% of women living with HIV to receive treatment for the prevention of mother-to-child transmission of HIV.
- Conducted peacebuilding education programs in 14 conflict-affected countries, reaching more than 2 million children, teachers and community members to promote peace in homes, schools and communities. ●

An estimated 250 million children have not learned basic math and reading skills, even though 130 million of them have reached Grade 4.